

Figure 1

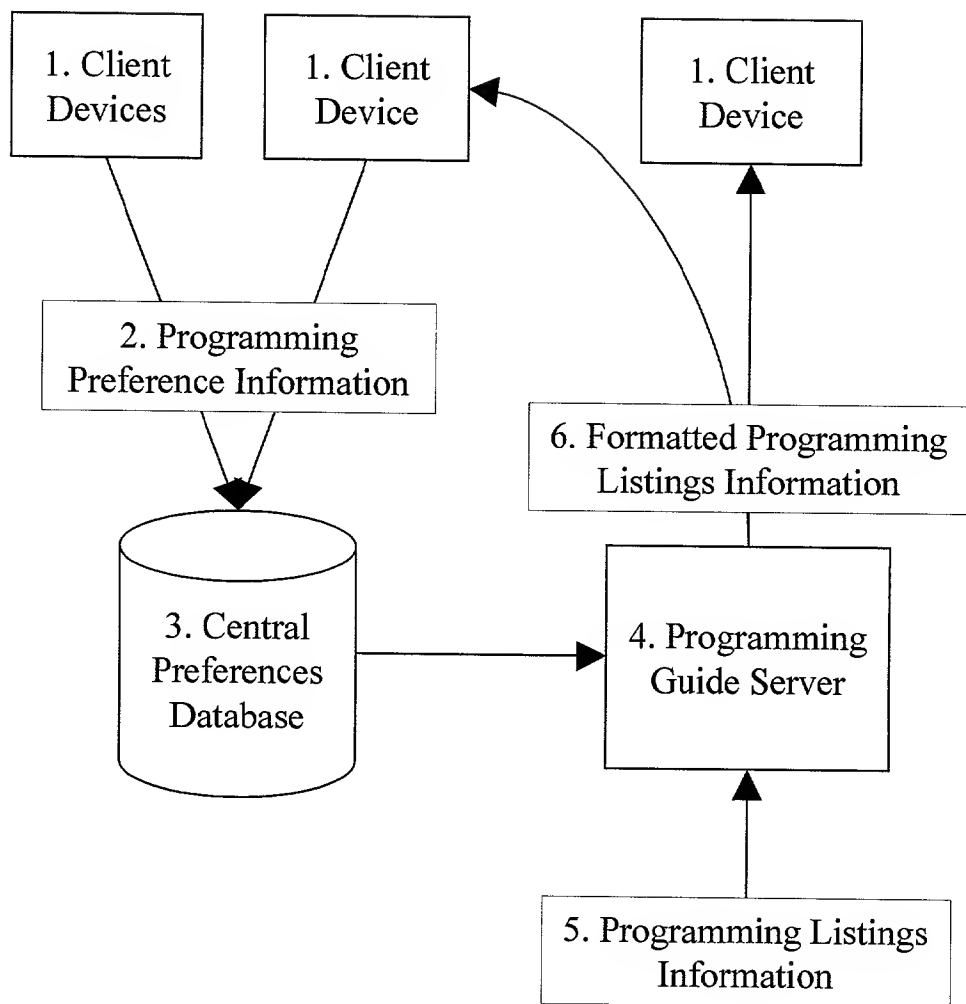


Figure 2

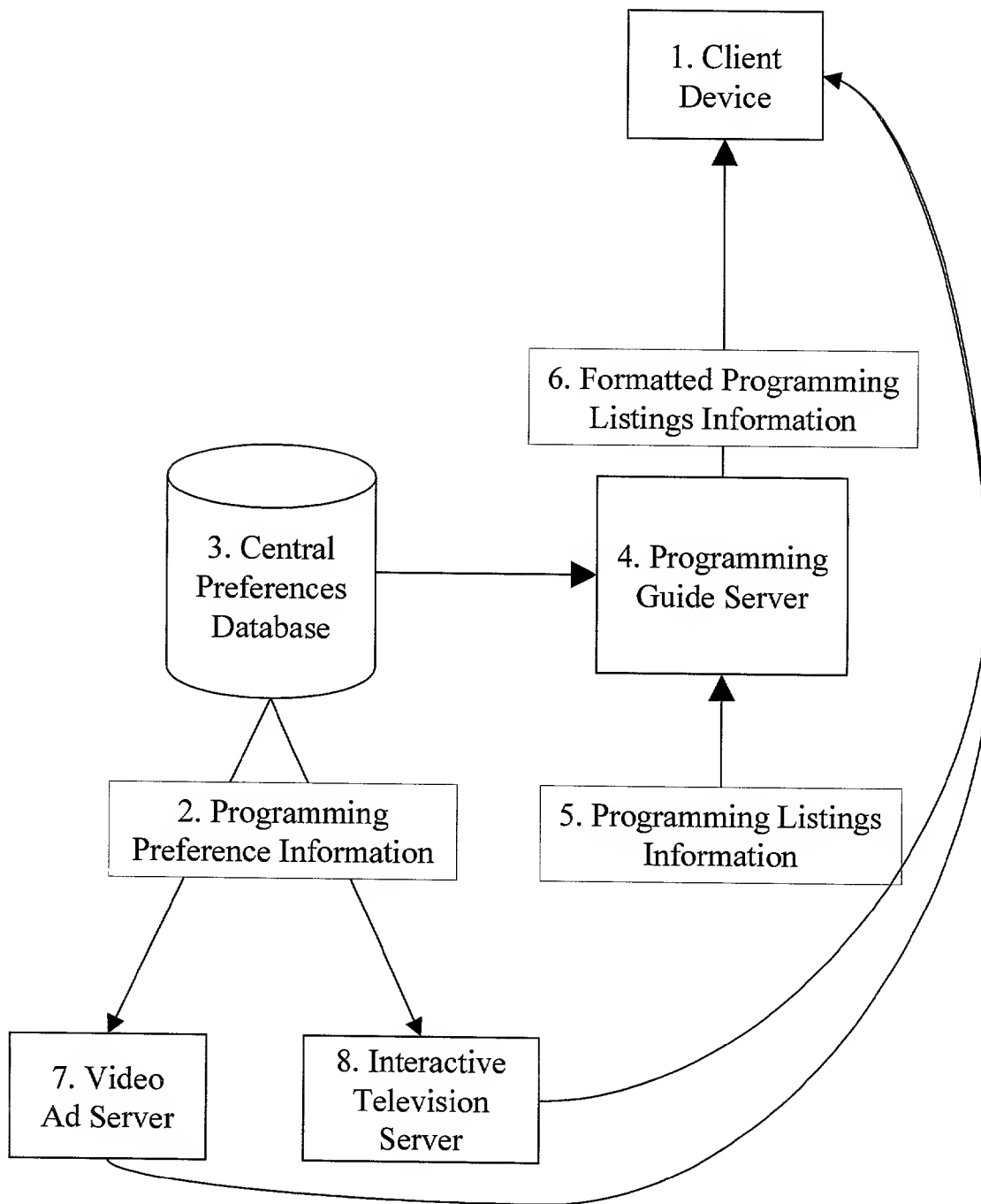


Figure 3

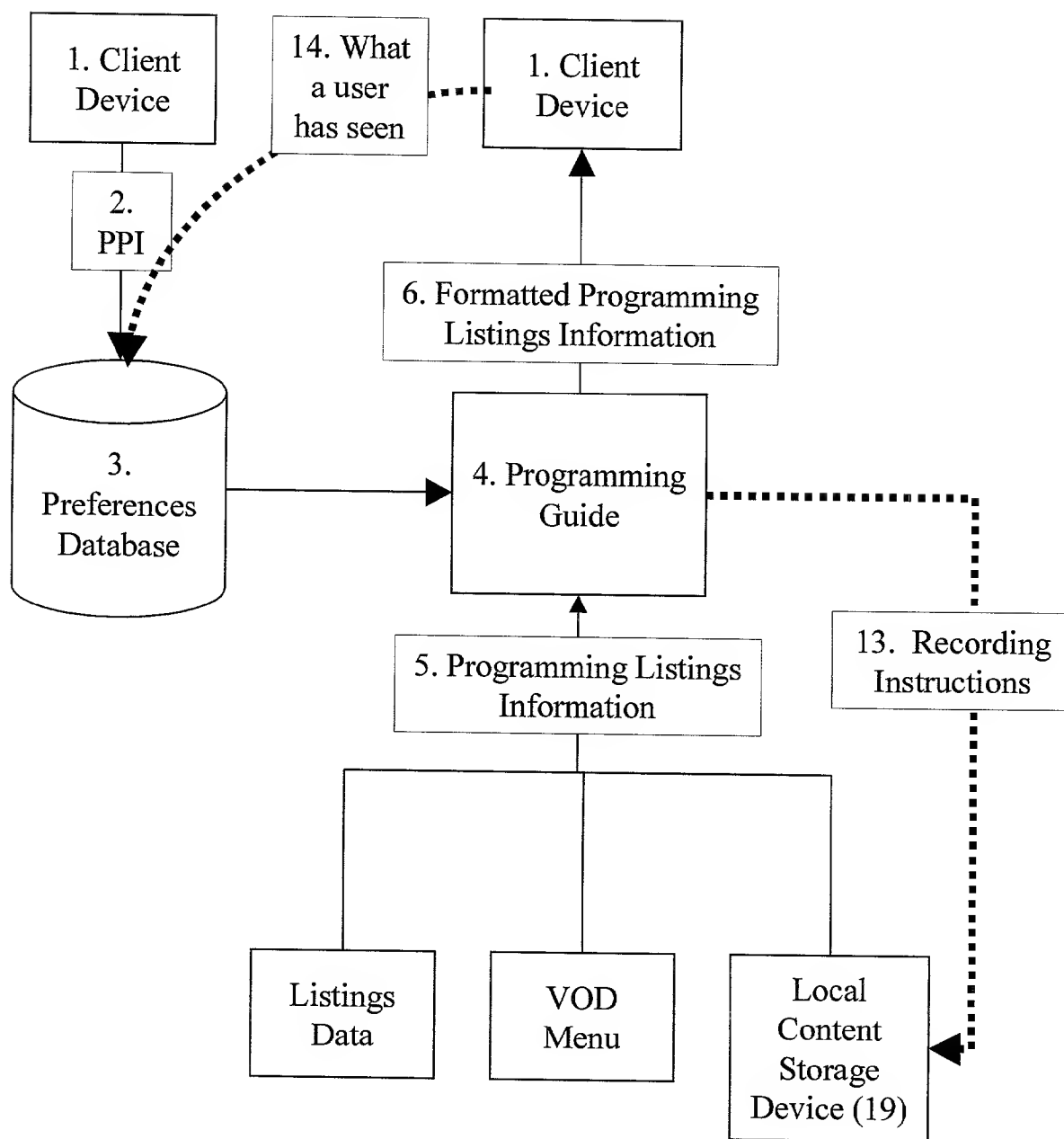


Figure 4

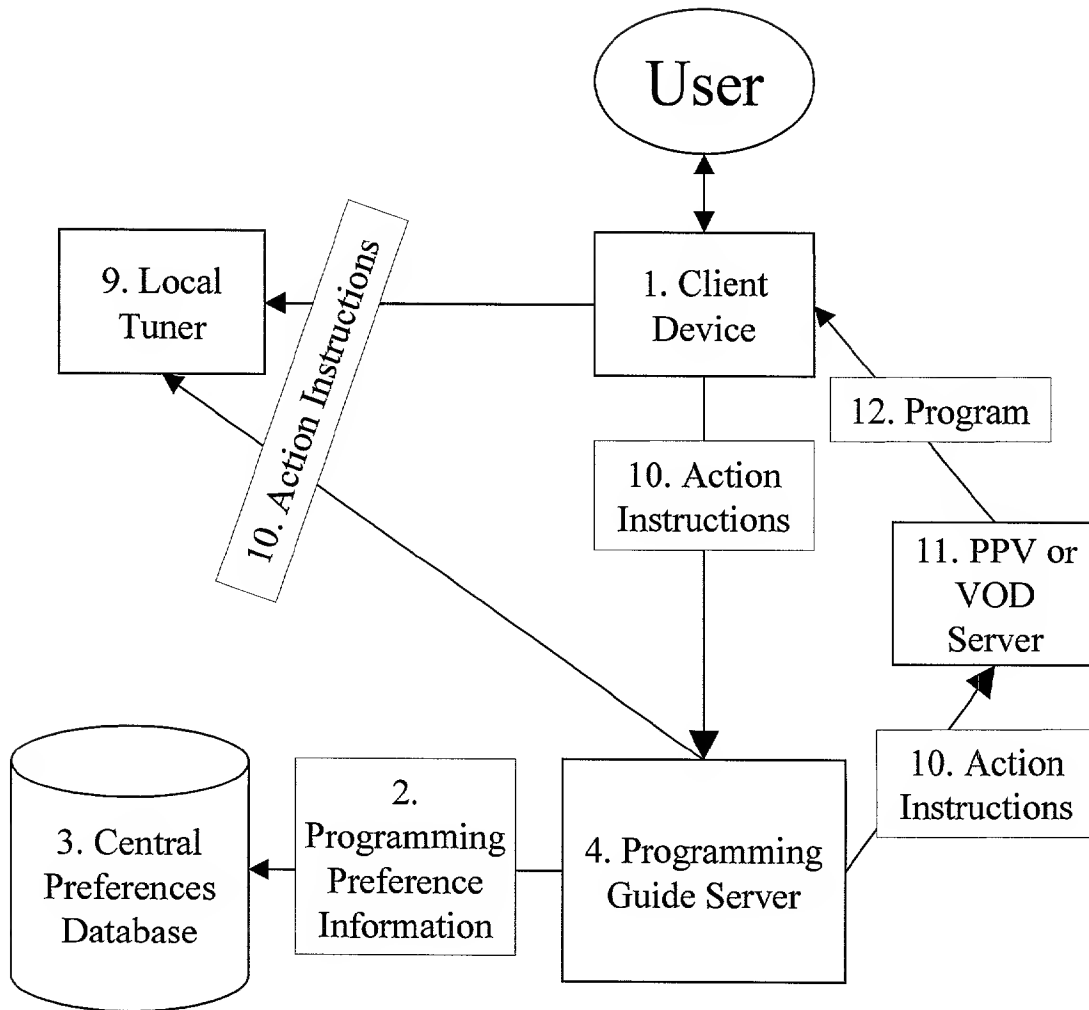


Figure 5

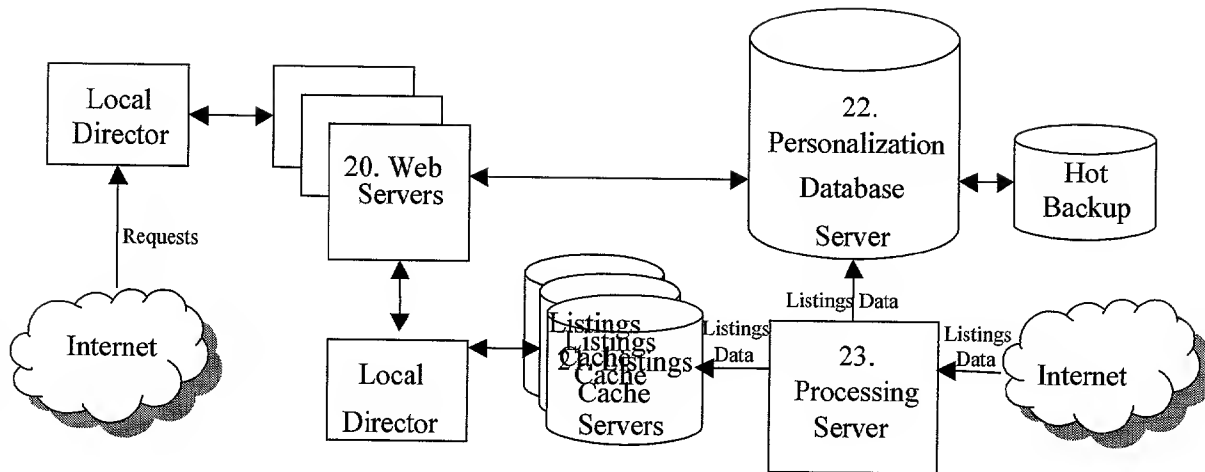


Figure 6

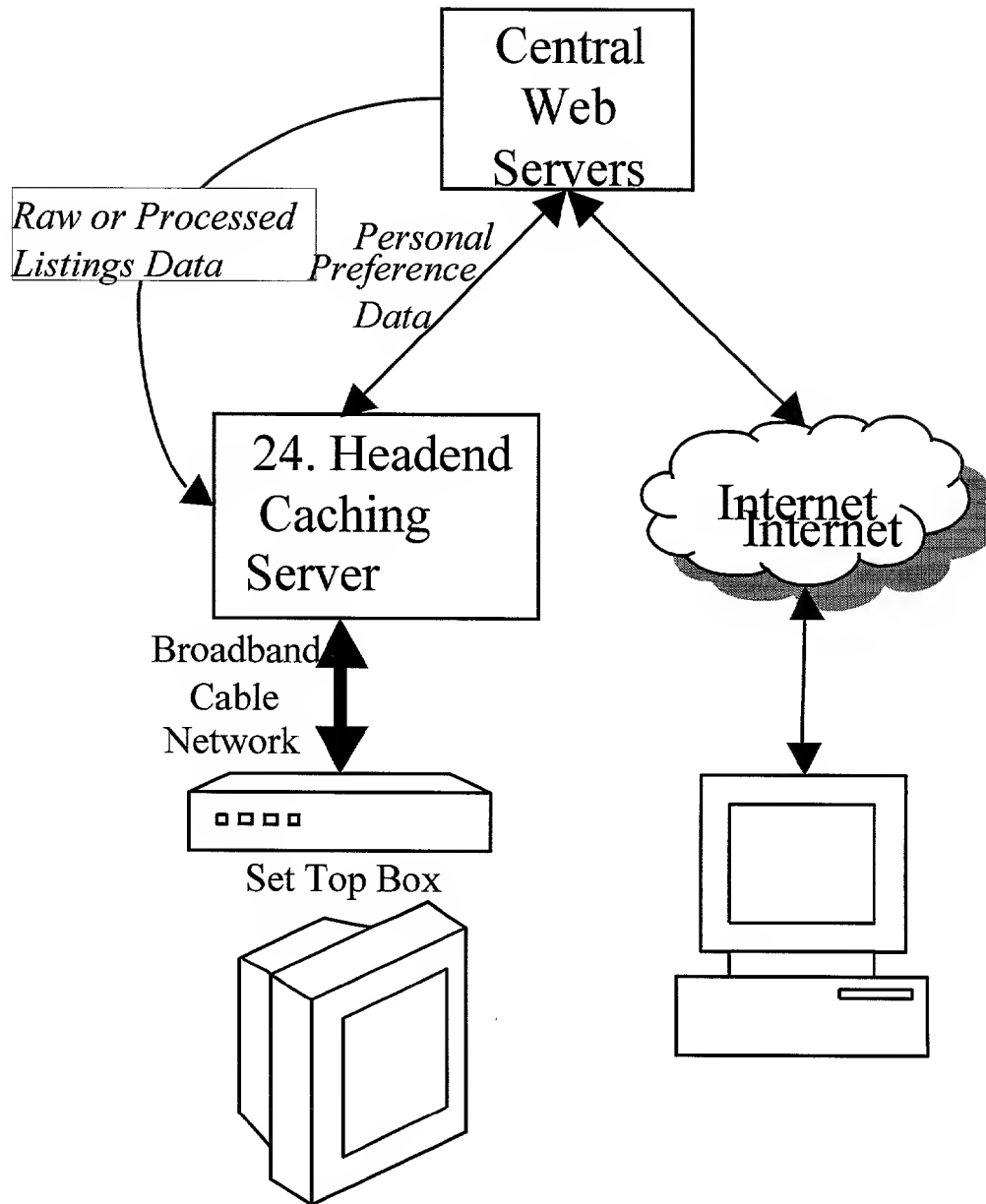


FIGURE 6

Figure 7

	7:30	8:00	8:30	9:00	9:30
1	Rugrats <u>Nick</u>	7 Days <u>UPN</u>		Drew Carey <u>ABC</u>	DAG <u>NBC</u>
2	MASH <u>FX</u>	Michael Richards <u>NBC</u>	Titus <u>Fox</u>	Angel <u>WB</u>	
3	Fresh Prince <u>TBS</u>	Buffy the Vampire Slayer <u>WB</u>		60 Minutes II <u>CBS</u>	
4	Jeopardy! <u>NBC</u>	Love Jones <u>UPN</u>			
5		My Date Presidents Daughter <u>Disney</u>		Gilligan's Isle <u>Nick</u>	Action <u>FX</u>
6		Talk Soup <u>E!</u>		Blade Runner <u>USA</u>	

TABLE "6099666"

Abstract

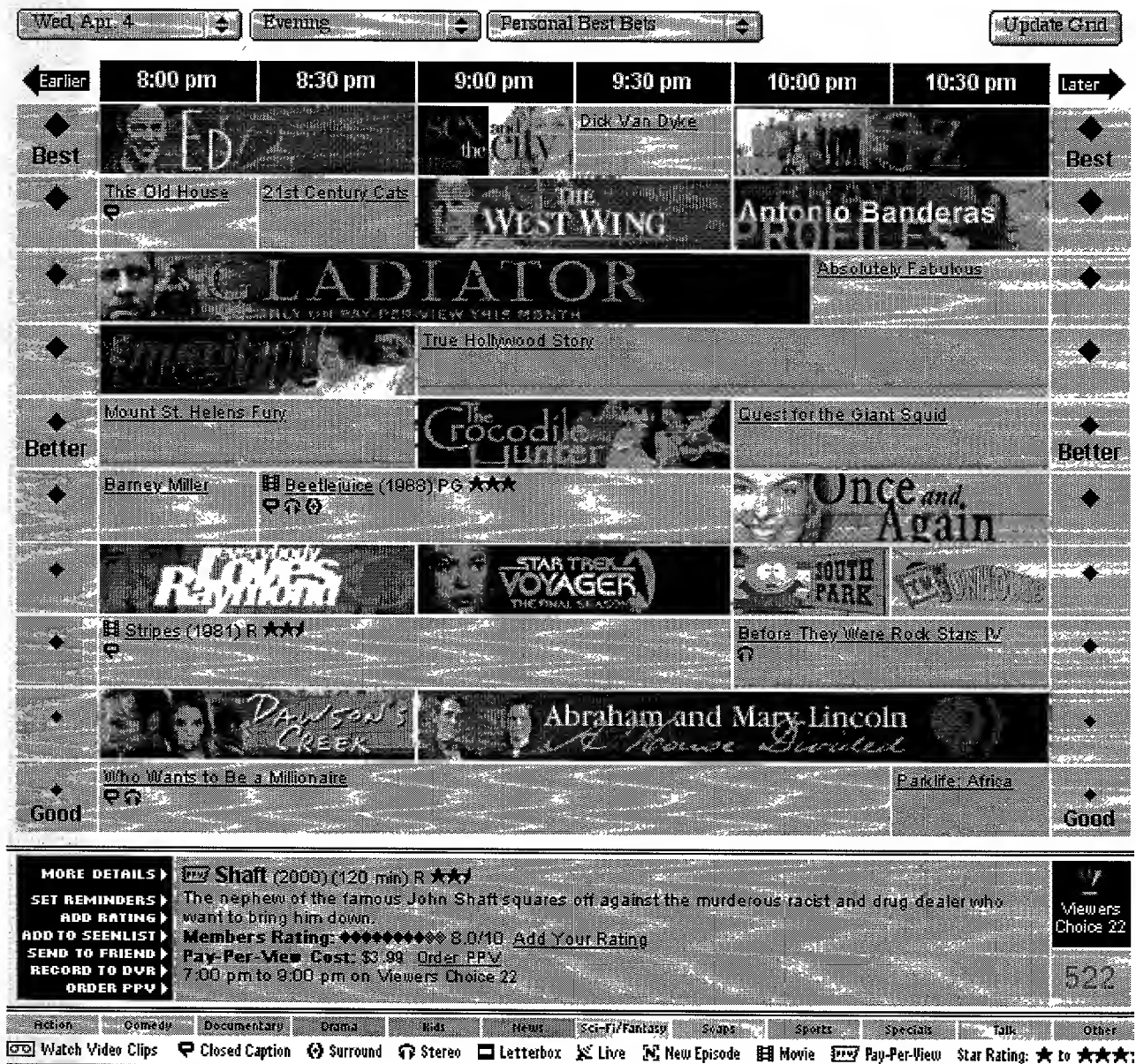


Figure 9

Wed, Feb. 21 Evening Personal Best Bets Update Grid

You have 15 Program Filters personalizing your Best Bets grid. [Add or Edit Program Filters](#).

Earlier	8:00 pm	8:30 pm	9:00 pm	9:30 pm	10:00 pm	10:30 pm	Later

Tip: Personalize your Best Bets with [Program Filters](#).

Earlier	8:00 pm	8:30 pm	9:00 pm	9:30 pm	10:00 pm	10:30 pm	Later

Tip: Keep programs off your Best Bets by rating them a 3 or lower.

Earlier	8:00 pm	8:30 pm	9:00 pm	9:30 pm	10:00 pm	10:30 pm	Later

MORE DETAILS

SET REMINDERS

ADD RATING

ADD TO SEENLIST

SEND TO FRIEND

RECORD TO DVR

ORDER PPV

Shaft (2000) (120 min) R ★★★

The nephew of the famous John Shaft squares off against the murderous racist and drug dealer who want to bring him down.

Members Rating: ★★★★★★ 8.0/10 [Add Your Rating](#)

Pay-Per-View Cost: \$3.99 [Order PPV](#)

7:00 pm to 8:00 pm on Viewers Choice 22

Viewers Choice 22

522

[Action](#)
[Comedy](#)
[Documentary](#)
[Drama](#)
[Kids](#)
[News](#)
[Sci-Fi/Fantasy](#)
[Seams](#)
[Sports](#)
[Specials](#)
[Talk](#)
[Other](#)

[Watch Video Clips](#)
[Closed Caption](#)
[Surround](#)
[Stereo](#)
[Letterbox](#)
[Live](#)
[New Episode](#)
[Movie](#)
[Pay-Per-View](#)

Star Rating: ★ to ★★★★★

09996099-12701

Figure 10

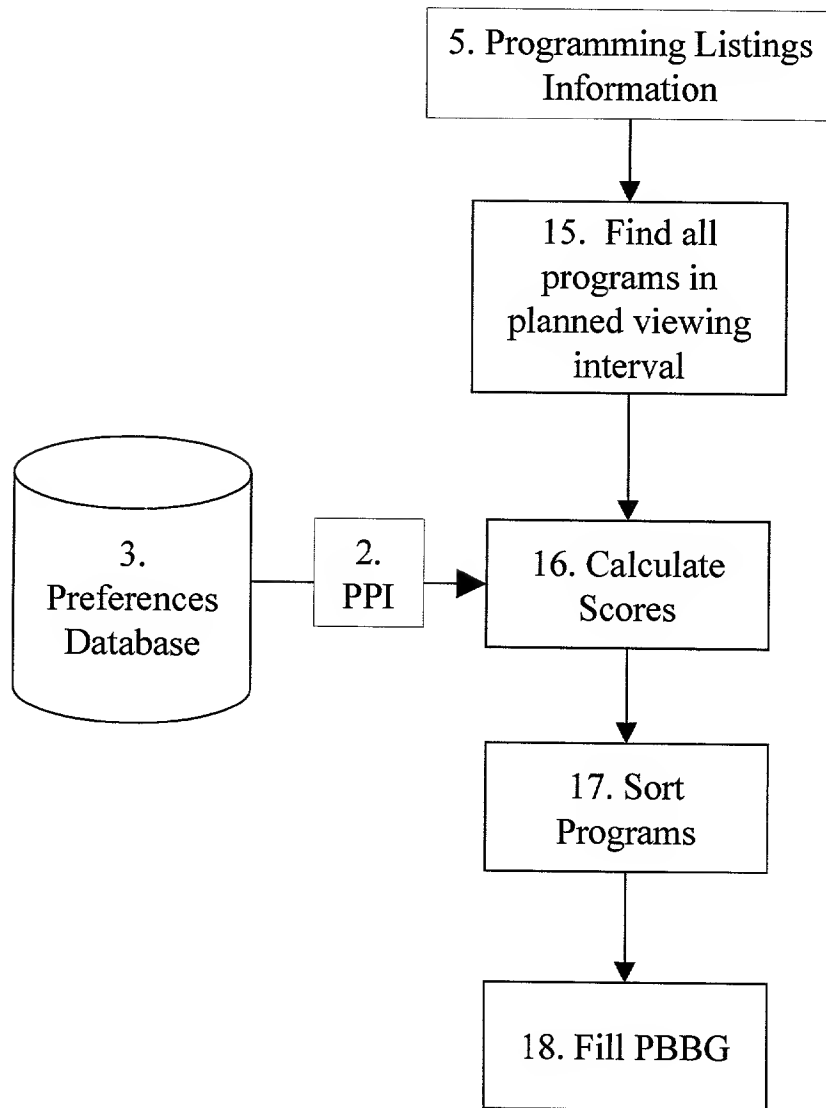
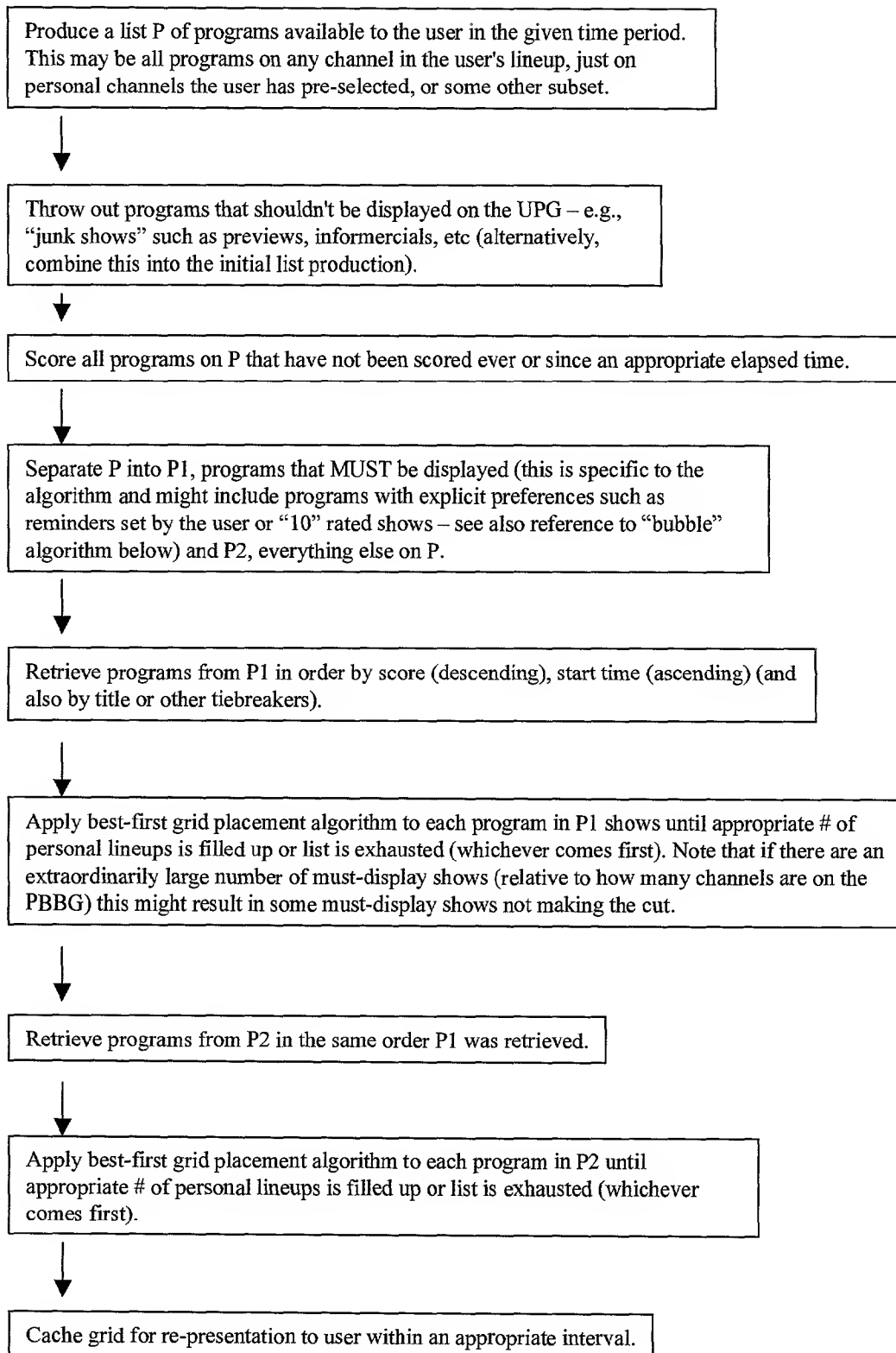


Figure 11



SECRET-42701

Figure 12 A

Preference Information		
	Explicit	Implicit
Web	<ul style="list-style-type: none"> • Searches, including saved Personal Searches • Show ratings 	<ul style="list-style-type: none"> • Reminder, recording, and PPV ordering requests • Grid viewing and show information requests
Set-Top Box		<ul style="list-style-type: none"> • Show viewing and channel changing

Figure 12B

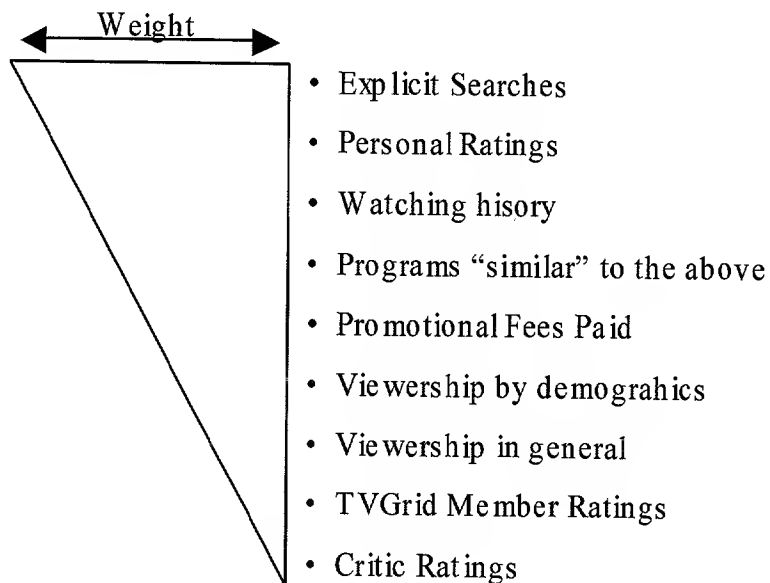


Figure 13

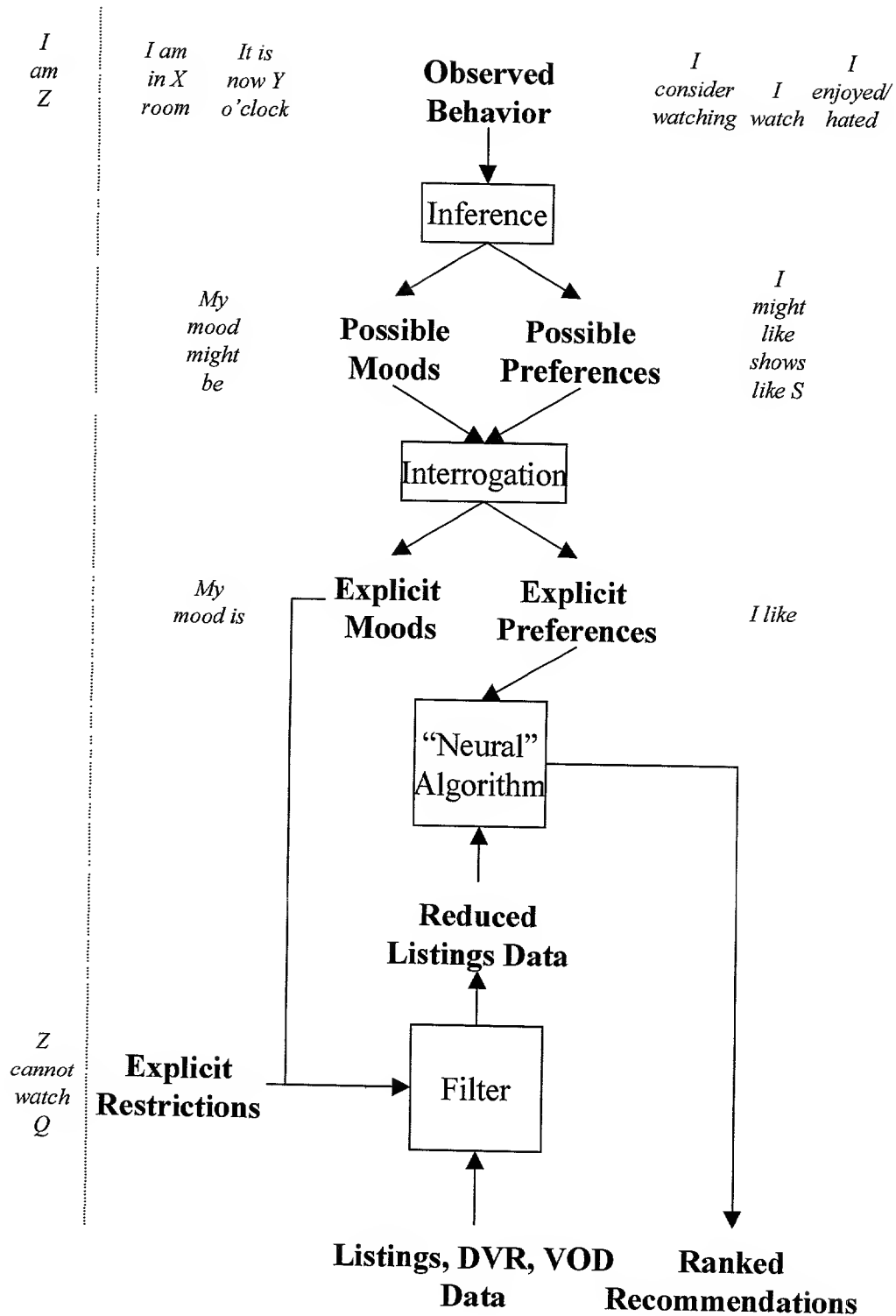


Figure 14

Influence Bucket	Include / Exclude	Influence
High		Rate on web/set top box
High		Seen list and rating relationships (series, other)
High		Show criteria: new
High	I	1-off reminder
High	I	Buy PPV
Medium		Episode -> series and other relationships
Medium	E	Add to seenlist unrated
Medium	I	Record
Medium	I?	program matches personal search result
Low		3 rd party aggregate ratings
Low		Aggregate rating
Low		Partner-supplied ratings
Low (dep. on \$)	I?	Fees paid to the System for higher rankings